



**REQUEST FOR PROPOSAL
Notice to Prospective Proposers**

July 11, 2003

You are invited to review and respond to the First 5 California Children and Families Commission's (CCFC) Request for Proposal (RFP) # 6910 for the First 5 California Oral Health Education and Training Project. In submitting your proposal, you must comply with the instructions found herein.

Note that all agreements entered into with the State of California will include by reference General Terms and Conditions and Contractor Certification Clauses that may be viewed and downloaded at Internet site www.ols.dgs.ca.gov/standard+language. If you do not have Internet access, a hard copy can be provided by contacting the person listed below.

In the opinion of CCFC, this RFP is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contact person for this RFP is:

Bryan Hobson
California Children and Families Commission
501 J Street, Suite 530, Sacramento, CA 95814
(916) 323-0056 Fax (916) 323-0069

There will be a mandatory Pre-proposal Conference held on August 19, 2003. Attendance at the Conference will be mandatory for those who want to submit a proposal, and a "Letter of Intent to Bid" is required in order to participate. The letter must be mailed, hand-delivered, or faxed (916-327-8493) to Marc Brandon by 5:00 p.m. on August 13, 2003.

This RFP and any future related information can be viewed and downloaded at Internet site www.cafc.ca.gov.

Please note that no *verbal* information given will be binding upon the State unless such information is issued in writing as an official addendum.

The CCFC intends to make a single contract award to implement the First 5 California Oral Health Education and Training Project. CCFC recognizes that no single organization may have on-staff experts in all areas of the Scope of Work and that a

well-qualified contractor may join in partnership with other entities to complement that organization's strengths. This collaboration or joint venture may include other statewide organizations, Universities or Community Colleges, and other entities. With that in mind, a preliminary list of potential bidders for this RFP is available on the CCFC website, or by contacting me at the above address.

Bryan Hobson, Chief
Administration Division

Table of Contents

A) Purpose and Description of Services	4
1. Purpose	4
2. Background.....	4
3. Problem Statement.....	6
4. Scope of Work	7
B) Minimum Qualifications for Proposers	13
C) Proposal Requirements and Information	14
1) Key Action Dates.....	14
2) Mandatory Pre-Proposal Conference	15
3) Work Plan and Work Schedule Requirements.....	15
4) Cost Detail Format and Requirements	16
5) Submission of Proposal	17
6) Evaluation Process.....	19
7) Award and Protest.....	26
8) Disposition of Proposals	27
9) Agreement Execution and Performance	27
D) Preference Programs.....	28
1) Small Business Preference.....	28
2) Target Area Contract Preference Act (TACPA)	28
3) Local Agency Military Base Recovery Area (LAMBRA) Act	28
4) Enterprise Zone Act (EZA)	28
E) Required Attachments.....	28
REQUIRED ATTACHMENT CHECK LIST.....	29
PROPOSAL/PROPOSER CERTIFICATION SHEET	30
COST PROPOSAL WORKSHEET	32
PROPOSER REFERENCES*	33
STANDARD AGREEMENT (STD 213).....	34
EXHIBIT A	35
EXHIBIT B	36
EXHIBIT D	39
EXHIBIT E.....	42

A) Purpose and Description of Services

1. Purpose

The California Children and Families Commission (CCFC) administers First 5 California, including its signature program, the School Readiness Initiative. In November 2002, the State Commission approved a new prominent endeavor, the First 5 California Early Childhood Oral Health Initiative. The goal of the Early Childhood Oral Health Initiative is to significantly reduce the incidence of dental decay in young children through age 5, including children with disabilities and other special needs. The Early Childhood Oral Health Initiative is composed of two major projects: (1) the First 5 Oral Health Education and Training Project and (2) the Insurance-based Oral Health Demonstration Project. The Insurance-based Oral Health Demonstration Project will be conducted through a partnership between CCFC and the California Managed Risk Medical Insurance Board (MRMIB). It is expected that these two major projects will collaboratively work together throughout the course of the First 5 California Early Childhood Oral Health Initiative.

The purpose of this RFP is to solicit bids for a contractor to develop, implement, and evaluate the First 5 Oral Health Education and Training Project. Proposals must address all of the services described in the Scope of Work Section. The CCFC intends to make a single contract award to the most responsive and responsible bidder earning the highest score. This procurement is open to all eligible firms that meet the qualification requirements, including commercial businesses, nonprofit organizations, State agencies, public and private universities, and other entities. CCFC recognizes that no single organization may have on-staff experts in all areas of the Scope of Work and that a well-qualified contractor may join in partnership with other entities to complement that organization's strengths. This collaboration or joint venture may include other statewide organizations, Universities or Community Colleges, and other entities.

2. Background

Armed with the knowledge that Early Childhood Caries (ECC) is the most prevalent chronic disease of early childhood and a major cause of school absenteeism, the State Commissioners selected Early Childhood Oral Health as one of its focus areas. Over the course of months of discussion and research, it was determined that the best niche for First 5 California given its mission and its significant investment in the School Readiness Initiative was to focus its effort in addressing the following two unmet needs that were consistently identified:

- Insufficient understanding and education of parents, families, caregivers and community service providers, of the importance of early oral health care for their young children.

- Inadequate supply, training and education of providers to provide oral health preventive care and treatment to young children, including children with disabilities and other special needs.

The approved First 5 California Early Childhood Oral Health Initiative specifies a maximum of \$7,000,000 for the Oral Health Education and Training Project over a four-year project period. This Project is composed of two major program components:

- A. Provider Education and Training Program targeted to the medical and dental provider communities
- B. Consumer Oral Health Education Program targeted to expectant parents, parents, other caregivers and community service providers (a minimum of \$1,000,000 is designated to support this specific component)

The Education and Training Project will provide various levels of information, education and training to the provider community and the public at large. To maximize First 5 CCFC's desire to build upon and strengthen existing resources, this Project will support and build upon the local oral health efforts funded by the First 5 County Commissions, including the School Readiness Initiative programs. A priority of both programs must be to serve the School Readiness programs and to ensure that children with disabilities and other special needs, including behavioral, are also served. Additional background information and other resources on the School Readiness Program is available on the CCFC website, www.ccfc.ca.gov, under School Readiness. Further, all the funded school readiness communities have been plotted and are available in the same website under Research, Evaluation, and GIS Services.

The Project must also partner with entities throughout the state that have a mandate and the ongoing responsibility for training health and dental providers. The products produced through this Project will be designed for the long-term use by these entities and others.

The First 5 California Early Childhood Oral Health Initiative will be carried out under the guidance of an Early Childhood Oral Health Oversight Committee composed of representatives from County Commissions, Advisory Committee on Diversity, as well as representatives from key dental and medical organizations.

Further, the programs of the First 5 California Early Childhood Oral Health Initiative must promote and provide culturally- and linguistically-appropriate and inclusive services for the benefit of young children from different backgrounds and with different abilities. In accordance with the First 5 California Principles on Equity, diversity is defined to be inclusive of children prenatally through 5 years of age, regardless of immigration status, who:

- Are from different ethnic, linguistic, cultural, socio-economic, religious, geographical and/or other historically or currently under-served communities; or
- Have disabilities and other special needs (e.g., behavioral).

The Principles on Equity are an integral component of all CCFC contracts and they must be evident in the design, implementation and evaluation of all First 5 projects. A copy of the Principles on Equity is available on the CCFC website (www.ccfc.ca.gov).

3. Problem Statement

The Education and Training Project has been developed to address two prevailing conditions, which unfortunately continue to contribute to the high prevalence of Early Childhood Caries among young children in California.

A. Need for Provider Education and Training

It is widely recognized that the existing pool of general dental and primary care medical providers (e.g., general dentists, dental hygienists, dental assistants, primary care physicians, mid-level medical practitioners, nurses [including school nurses] and others) could be utilized to a much greater degree in the prevention and treatment of Early Childhood Caries to young children (birth through five years of age). The reasons that the current provider community has not been fully engaged in this arena are complex and multi-factorial (e.g., dental coverage, reimbursement, standards of practice, scope of practice, lack of training, reluctance to treat children). Although there is no simple answer to this dilemma, there is a consensus among a broad spectrum of private and public providers that more training is needed as part of an overall effort to improve providers' capacity to better serve the oral health needs of the diverse population of young children in California. Given that primary preventive services (e.g., screening) can be performed by both dental and medical providers (e.g., as a part of well-child exams), CCFC intends to support education and training strategies directed to both provider communities. Thus, the goal of the Provider Education and Training Program is to broaden the number and range of providers providing quality oral health education, preventive and treatment services for young children, including children with disabilities and other special needs. The specific objectives of the Provider Education and Training Program are to:

- Educate the majority of the state's primary care providers (i.e., 75 percent of the general dental providers and 50 percent of the primary care medical providers) on the most up-to-date and critical scientifically accurate **information** (e.g., bacterial transmission) regarding the promotion of early childhood oral health and the provision of oral health preventive and treatment services for all young children (e.g., annual exams starting at age 1) including children with disabilities and other special needs, and
- Train a significant proportion of the primary care providers (i.e., 30 percent of the general dental providers and 20 percent of the primary care medical providers) on specific **skills** to better treat and prevent Early Childhood Caries among the diverse population of young children (birth through age 5).

To accomplish these objectives, it is envisioned that a variety of educational and training modalities/formats will be utilized, which may include train the trainer models, web-based instruction, CD-ROM, interactive and hands-on experiences ("bench training"), self-study guides, mentoring, and distance learning opportunities. It is expected that the Provider Education and Training Program will strategically target its services and programs to the providers in School Readiness communities and other critical service areas in order to reach many of the state's young children in greatest

need. In addition to educating and training the current workforce, this Program will also work in collaboration with medical and dental professional training institutions to better prepare the current and subsequent classes of health professional students (e.g., medicine, nursing, dentistry, dental hygiene, dental assistance, etc.) on childhood oral health.

B. Need for Consumer Oral Health Education

Most parents and caregivers are currently unaware that their seemingly innocuous actions of tasting food with the same spoon to be used with their young child can actually be a primary cause of the dental decay in their child. The latest scientific findings pertinent to the etiology and means of preventing or significantly reducing the prevalence of Early Childhood Caries must be more effectively addressed in oral health educational materials that are specifically developed and targeted to expectant parents, parents, other caregivers and health and human service providers of young children. The prevention message needs to extend beyond standard information (e.g., brushing and flossing) and reference the “paradigm shift” by including key messages about preventing the bacterial transmission between child and the parents and other caregivers, the need for annual oral health exams beginning at age 1.

Both components of the Oral Health Education and Training Project must build on and strengthen existing resources wherever applicable. This would include the School Readiness Programs and other oral health projects supported by First 5 County Commissions. The Project is also strongly encouraged to partner with entities throughout the state that have a mandate and the ongoing responsibility for training health and dental providers. The products produced through this project must be designed for the long-term use by many of these entities.

4. Scope of Work

The following description reflects the services and work to be performed as a result of this procurement.

The proposer will agree to competently and successfully develop, implement and evaluate the First 5 California Oral Health Education and Training Project which will consist of two major components: the Provider Education and Training Program and the Consumer Oral Health Education Program. In addition, the proposer agrees to conduct an independent evaluation, establish an Early Childhood Oral Health Oversight Committee, develop a sustainability plan, and provide consultation and training to the state and county commission staff. The application of the Principles on Equity must be evident in the design, implementation and evaluation of this project. Proposer also agrees to meet with CCFC personnel upon their request. This project must be completed by December 31, 2007.

CCFC reserves the right not to initiate certain activities under this proposal and reserves the right not to contract for all activities identified in this RFP.

- A. Provider Education and Training Program: The goal of the Provider Education and Training Program is to broaden the number and range of providers providing quality oral health education, preventive and treatment services for young children, including children with disabilities and other special needs.

The proposer shall:

1. Provide educational services and resources to approximately 75 percent of the general dental provider community in California on the promotion of early childhood oral health and the prevention and treatment of Early Childhood Caries in all young children (birth to 5 years of age), including children with disabilities and other special needs.
2. Provide training to approximately 30 percent of the general dental provider community in California to advance their skills in treating and preventing Early Childhood Caries in young children (birth to 5 years of age), including children with disabilities and other special needs.
3. Provide educational services and resources to approximately 50 percent of the primary care medical provider community in California on the promotion of early childhood oral health and the prevention of Early Childhood Caries in all young children (birth to 5 years of age), including children with disabilities and other special needs.
4. Provide training to approximately 20 percent of the primary care medical provider community in California to advance their skills in providing screening and preventive oral health services to young children (birth to 5 years of age), including children with disabilities and other special needs.
5. Develop and implement a detailed Education and Training Plan. A draft of the Education and Training Plan must be included in the proposal. If awarded the contract, the Education and Training Plan will need to be finalized and approved by CCFC staff within 60 days after the start of the contract term. The Education and Training Plan will include:
 - (1) Outreach and recruitment activities, with a primary emphasis on providers serving areas with funded School Readiness programs and a secondary emphasis on providers serving School Readiness eligible communities or serving other children with greater risks for dental disease (e.g., children with disabilities and other special needs, children of migrant farm worker families). The recruitment plan must describe outreach methods, training incentives, and local partners, including the county First 5 commissions. The number and types of providers (public and private sector) to be reached with educational and training services needs to be detailed.
 - (2) Description of the types of pre-service and in-service educational activities and services planned and a listing of the partners involved.
 - (3) Description of the types of pre-service and in-service training activities and services planned and a listing of the partners involved.
 - (4) Training outline with knowledge, attitudinal and/or behavioral objectives to address the specific cognitive and skill competencies and a concise description of the contents. A rationale justifying the selection of the training and material format and contents should also

be provided. The curriculum should be designed so that it can be modified as needed to meet specific needs based on provider type (e.g., skill competency, office accommodations) and the training design (e.g., length, number of sessions, format). Training curriculum and other materials should utilize and build on existing curricula, materials, and protocols if available and applicable. The training curriculum and materials must address the means for improving service delivery to diverse populations (e.g., culturally, linguistically, disability, socio-economically). These educational and training sessions should cover a gamut of topics (e.g., clinical skills, family education/guidance, behavioral management, office practices/procedures, etc.). Over the course of the project, it is anticipated that single topic areas or specialty courses (e.g., serving children with disabilities and other special needs) may also be added.

6. Provide ongoing support and technical assistance to the trainees, which should include web-based support and resources.
7. Establish and maintain a web-based training calendar linked to the First 5 California website and other appropriate websites.
8. Develop, maintain and report a record of all education activities and training sessions, which at a minimum will include a listing of the trainings conducted, topics covered, number and profile of the participants, and a summary of training evaluation forms.
9. Submit hard and electronic copies of all materials and deliverables.

B. Consumer Oral Health Program: The goal of the Consumer Oral Health Education Program is to increase the awareness and knowledge of expectant parents, parents and other caregivers, and community service providers about the importance of early oral health care for young children and the necessary actions to prevent early childhood caries. The focus of this effort will be targeted to the patients and their families served by the providers trained through the Provider Education and Training Program described above, as well as parents and other caregivers in communities served by School Readiness programs. The secondary audience targeted by this effort would include parents and caregivers of young children served by other First 5 California programs, as well as other community programs serving young children and pregnant women (nutrition programs, prenatal clinics, regional centers, child development centers, etc.). A special effort should be made to identify and target parents of children at greater risk for developing dental disease.

The proposer shall:

1. Identify key oral health messages appropriate and supportive to the training provided to the dental and health providers trained as part of the professional education and training component of this project and needed by the communities served by School Readiness programs. Key messages must be developed in a minimum of 5 different languages, specifically Chinese, English, Korean, Spanish, and Vietnamese.

2. Review existing consumer education resources in early childhood oral health including materials currently used by First 5 California (e.g., Kit for New Parents) and those developed by the County Commissions. As material gaps (e.g., topic, accuracy of information, different languages, appropriate literacy level, preferable formats) are identified, a small number of key products (maximum of 5) will be developed. Obtain any necessary rights or approvals for First 5 to use any existing materials as needed.
3. Obtain or produce consumer health education materials and distribute to the providers receiving training through the Provider Education and Training Program for use with their patients. These providers will also be provided with patient education guidance and recommendations to maximize the use and benefit of these materials.
4. Explore and develop a dissemination plan to distribute oral health consumer materials through other venues (e.g., First 5 Clearinghouse, Community-based Outreach Program, and other First 5 channels) and to other partners (e.g., County Commissions and their School Readiness programs, prenatal clinics, regional centers, child development centers, nutrition programs, family resource centers, special education programs). To maximize coverage and avoid unnecessary duplication, the dissemination plan must be approved by CCFC staff.
5. Develop, maintain and report a record of all Consumer Education materials researched, acquired, and/or developed, produced and distributed.
6. Submit hard and electronic copies of all materials and deliverables.

C. Evaluation Plan The First 5 Oral Health Education and Training Project will be evaluated by an independent entity to assess the impact of the educational and training activities provided.

The proposer shall:

1. Secure an independent evaluation contractor with the qualifications and experience to develop and implement a statewide Evaluation Plan for the First 5 Oral Health Education and Training Project.
2. Design an Evaluation Plan for the Education and Training Project that will include both Process and Impact evaluation. A draft Evaluation Plan must be included in the proposal. If awarded the contract, the Evaluation plan must be finalized and approved by the CCFC staff within 60 days after the start of the contract term:
 - a. At a minimum, the Process Evaluation will record:
 - The number and type of dental and medical providers reached by educational and training services and provide a provider profile with basic demographic information
 - The number of parents, caregivers and other community service providers reached by educational services and materials and provide a consumer profile with basic demographic information
 - The number and type of trainings offered (including addresses of the training/education sites)

- The types and number of materials developed and distributed (and distribution points)
 - Measures of trainee and consumer satisfaction
 - The proportion of trainings and materials that specifically address issues pertinent to children with disabilities and other special needs
 - Changes that occur in the field of dentistry, as a result of this project
 - Other relevant process measures determined in consultation with CCFC
- b. At a minimum, the Impact Evaluation will assess the impact of the training and education activities provided. In the Impact Evaluation, the evaluation subcontractor will determine if and to what extent the following indicators have improved subsequent to education and training activities:
- Awareness and knowledge level among parents and caregivers about ways to prevent dental decay and promote oral health among young children, including children with disabilities and other special needs. This will include a longitudinal analysis of knowledge retained and changes in self-reported behavior (the longitudinal study needs to be completed within the contract period of the project).
 - Knowledge and skill level of dental providers and auxiliaries concerning the oral health of young children (birth-5), including children with disabilities and other special needs. This will include a longitudinal analysis of knowledge retained and changes in self-reported behavior (the longitudinal study needs to be completed within the contract period of the project).
 - Knowledge and skill level of primary care providers concerning the oral health of young children (birth-5), including children with disabilities and other special needs. This will include a longitudinal analysis of knowledge retained and changes in self-reported behavior (the longitudinal study needs to be completed within the contract period of the project).
 - Level, amount and quality of preventive and treatment services provided to young children by the dentists and dental auxiliaries who receive training through the First 5 Education and Training Project. Data should be disaggregated by location, age, ethnicity, language, disability, and other factors (children of farm workers).
 - Level, amount, and quality of preventive oral health services provided to young children by primary care providers who received training through the First 5 Education and Training Project. Data should be disaggregated by location, age, ethnicity, language, disability, and other factors [children of farm workers]).
 - Other impact measures determined relevant in consultation with First 5 California.
- c. Collect participant level data that includes participant characteristics.
- d. Submit all data to CCFC or its designee at the end of the project and on request.

- e. Submit annually an interim and end of the year progress reports, which includes analysis of any data available to date.

D. Early Childhood Oral Health Oversight Committee The Early Childhood California Oral Health Initiative will be developed and implemented with the guidance of an Early Childhood Oral Health Oversight Committee.

The proposer shall:

1. Convene and staff the Early Childhood Oral Health Oversight Committee.
2. With guidance and approval by the CCFC, establish the committee membership (approximately 10 members), which should include representation from the County Commissions, Advisory Committee on Diversity, as well as representatives from key dental and medical organizations.
3. Conduct at least quarterly meetings of the Oversight Committee during the first year of the project and possibly semi-annually thereafter. The first meeting of the Oversight Committee should be convened within the first 60 days after the start of the contract so that the committee can participate in the review of the Education and Training Plan.
4. Maintain record of activities associated with the Oversight Committee, including roster, minutes, and other action taken by the group.
5. Submit hard and electronic copies of all materials and deliverables.

E. Sustainability Plan Given the one-time nature of this funding for the Oral Health Education and Training Project, a sustainability plan for the project must be developed.

The proposer shall:

1. Develop a sustainability plan to support and integrate various aspects of the Education and Training Project into other ongoing efforts throughout the state.

F. Consultation On an ongoing basis, the contractor may be asked to provide CCFC and County Commissions with advice and assistance on other related oral health programs and policies.

The proposer shall:

1. Provide an average of 15 hours a month in technical support in the area of oral health to First 5 county and state staff. Consultative services must be provided within 5 working days of request. CCFC will only reimburse for actual consultative services provided.
2. Provide an average of 1 statewide and 5 regional training sessions annually to the County Commissions.
3. Work collaboratively with other First 5 California projects and focus areas (e.g., Special Needs, Children of Farmworkers) to integrate information on early childhood oral health.
4. A record of all the presentations and consultation offer to the state and local First 5 commissions and their partners should be maintained.

B) Minimum Qualifications for Proposers

In submitting a proposal, each proposer must demonstrate that it or its team of partner(s)/subcontractor(s) possesses all of the following qualification requirements:

1. Proposers must have at least three consecutive years of experience of the types listed below.
 - a. Developing, conducting and evaluating a statewide education and training program that includes services to broad geographic locations (e.g., rural, urban, etc.) and a broad variety of providers (e.g., type, sectors).
 - b. Developing, conducting and evaluating dental provider training curricula and programs utilizing a variety of different formats and modalities.
 - c. Developing, conducting and evaluating medical provider training curricula and programs utilizing a variety of different formats and modalities.
 - d. Developing, producing and distributing consumer health education materials that are culturally competent and linguistically appropriate for the diverse population of California.
 - e. Developing, conducting and evaluating provider training addressing the oral health needs of children with disabilities and other special needs.
2. Proposers must have a past record of sound business integrity and a history of being responsive to past contractual obligations.
3. Proposers must have possession of sufficient and available funds to appropriately operate all project activities without restrictions, limitations, or conditions for at least 60 days of project expenditures.

In order to demonstrate the above minimum qualifications, the following will be required:

1. A description (maximum of ten pages) of provider training projects and consumer education programs enumerated in qualification #1 above. Include in the description the following information: identification of key activities and deliverables, numbers served, budget, timelines and use of subcontractors or partners.
2. A listing of three references for similar types of services performed within the last five years for the proposer and for each of its subcontractors who are performing 20 percent of the work or more. (Attachment 4)
3. A copy of financial statements demonstrating adequate cash or credit line (\$290,000.00 minimum) in order to operate all project activities and make necessary payments before being reimbursed by the State for expenses incurred for a 60 day period of contract performance.

CCFC encourages interested parties to consider submitting a joint application to collectively accomplish the various aspects associated with the Education and Training Project. Toward this objective, CCFC will accept joint ventures for competition in this procurement if the following requirements are met:

- (1) The Proposer as a joint venture shall agree to comply with all RFP requirements to the satisfaction of CCFC, including, but not limited to,

those dealing with the Proposer's financial stability and its qualifying experience.

- (2) Each of the entities making up the joint venture shall be jointly and severally responsible for compliance with all of the joint venture's contractual obligations in the event of the joint venture's failure to perform; its default; or its breach; in any way, of this contract. Should the CCFC or the State suffer damages due to the actions, or to the inactions, of the joint venture, the CCFC may seek remedy from the entities making up the joint venture for the damages through any legal resource available to it.
- (3) Should a joint venture subcontract with any of the entities making up the joint venture for any work associated with or performed under this contract, all RFP requirements dealing with subcontracts or subcontracting shall pertain, including, but not limited to CCFC approval of all subcontracts.
- (4) This procurement is intended to result in a single contract with a single designated payee for all invoices submitted to CCFC. A proposal submitted as a joint venture shall specifically identify which of the participating entities will act as lead contractor, which will submit invoices, and which will be the designated payee.

A copy of the joint venture agreement must be included in the proposal.

C) Proposal Requirements and Information

1) Key Action Dates

It is recognized that time is of the essence. All proposers are hereby advised of the following schedule and will be expected to adhere to the required dates and times.

<u>Event</u>	<u>Date</u>
RFP available to prospective proposers	July 11, 2003
Written Question Submittal Deadline*	August 8, 2003
Mandatory Letter of Intent to Bid Deadline**	August 13, 2003 5:00 p.m.
Mandatory Pre-proposal Conference***	August 19, 2003 1:00 – 4:00 p.m.
Final Date for Proposal Submission	October 17, 2003 4:00 p.m.
Proposal Evaluation Process	October 20 – Nov 7, 2003
Notice of Intent to Award	November 12, 2003
Last Day to Protest the Award	November 18, 2003
Agreement Award	November 19, 2003
Agreement Commencement	January 1, 2004
Termination of Agreement	December 31, 2007

*Note: To allow adequate time for preparation of responses to questions, it is highly recommended that questions be email or faxed to CCFC by August 8th (to the attention of Marc Brandon, whose email address is mbrandon@ccfc.ca.gov and fax number is (916) 327-8493). Questions may also be submitted at the Mandatory Pre-proposal Conference. No questions will be accepted after the close of the Pre-proposal Conference. Written responses to questions will be posted on the CCFC website for review.

**Note: A Letter of Intent to Bid" is required in order to participate in the Mandatory Pre-proposal Conference. The letter may be mailed, hand-delivered, or faxed (916-327-8493) to Marc Brandon by 5:00 p. m. August 13, 2003.

***Note: Due to limited space it is recommended that organizations send no more than 3 representatives to the Mandatory Pre-Proposal Conference.

2) Mandatory Pre-Proposal Conference

- a) A Mandatory Pre-Proposal Conference is scheduled at August 19, 2003 (from 1:00 p.m. to 4:00 p.m.) at 501 J Street, Suite 100 Conference Room, Sacramento for the purpose of discussing concerns regarding this RFP.
- b) In the event a potential prime contractor is unable to attend the Mandatory Pre-Proposal Conference, an authorized representative may attend on their behalf. The representative may only sign-in for one (1) company. Subcontractors may not represent a potential prime contractor at a Mandatory Pre-Proposal Conference. No proposal will be accepted unless the proposer or his authorized representative was in attendance.
- c) For potential bidders who need assistance due to a physical impairment, a reasonable accommodation at the Pre-Proposal Conference will be provided by the awarding agency upon request. Please call Mr. Marc Brandon at (916) 323-2555 by August 15, 2003 to request and arrange for a reasonable accommodation.

3) Work Plan and Work Schedule Requirements

The proposer shall develop a Work Plan and Work Schedule for task completion. Address each of the lettered points (A-F) under the Scope of Work Section. The Work Plan must contain all the following elements/considerations:

- Identify and detail each major task and necessary subtask/activity in sequential order to be undertaken to accomplish the purpose of the project.
- Provide a rationale for the major strategies selected.
- Identify specific milestones and deliverables by which progress can be measured.
- Include proposed task initiation and completion dates. Be sure to include an adequate amount of time for CCFC to review and approve drafts of major deliverables (e.g., training curriculum).

- State the anticipated levels of effort (i.e., number of hours) by task by proposed personnel.
- Discuss any problems associated with the completion of each task and propose possible solutions, alternatives or contingency plans related to these problems as appropriate.

Payments will be made according to the deliverable schedule.

a) Project Personnel

A Personnel section must be included in the proposal to present a plan for the management and staffing of the contract work to ensure the accomplishment of all tasks in a timely manner. This proposal section must include a staff organizational plan which lists all personnel (including subcontractors) who will be working on the project and their titles, the amount of time devoted to each task, and the lines of responsibilities and approval authority. The plan must make clear the relationship of each position to the work plan and should be illustrated with a staff organizational chart. The proposal must name the person who will serve as project director and identify the individuals proposed to fill professional positions. Proposals should include resumes (maximum two pages each) for every key professional staff position; the resumes should be sufficiently detailed to allow an evaluation of the person's competency and expertise.

b) Facility and Resources

Facilities arrangements must be disclosed in the Work Plan. Explain where the services will be provided (e.g., training programs) and what type of equipment is available to perform the services (e.g., web-based services).

It is expected that the winning contractor will hire subcontractors to do some of the activities listed in the Work Plan. If subcontractors are used, a section must be included in the proposals that identifies the subcontractor(s) and their qualifications, and specifies the tasks to be performed by the subcontractor.

c) Samples

Examples of previous work must include two (2) samples each of oral health provider training and oral health consumer education programs.

4) Cost Detail Format and Requirements

Use the sample Cost Proposal Worksheet (Attachment 3) as a guide in preparing your Cost Proposal for this project. The budget figures provided must be reflective of the Work Plan and Work Schedule (see C. 3. above). At the bottom of the worksheet, provide a breakdown of the costs by the major project components: 1) Provider Education and Training Program, 2) Consumer Oral

Health Education Program, 3) Evaluation Plan, and 4) Support Tasks (Oversight Committee, Sustainability Plan, and Consultation).

The amount to be paid to the Contractor under the awarded Agreement includes all costs such as: direct labor and operating overhead; out of pocket expenses for travel and subsistence; subcontracting services; and all taxes, fees, bonds, and insurance. The State will only pay for hours actually worked at the rates submitted in the "Cost Proposal". The total costs of all tasks and deliverables cannot exceed the actual awarded amount of the Agreement. The Contractor shall not receive additional compensation for reimbursement of such costs and shall not decrease work to compensate therefore. The Contractor will be required to provide additional information to support the cost for each major project component and major deliverable by fiscal year.

5) Submission of Proposal

- a) Proposals should provide straightforward and concise descriptions of the proposer's ability to satisfy the requirements of this RFP. The proposal must be complete and accurate. Omissions, inaccuracies or misstatements will be sufficient cause for rejection of a proposal.
- b) The proposal package should be prepared in the least expensive method.
- c) All proposals must be submitted under sealed cover and sent to California Children and Families Commission by dates and times shown in Section C, Proposal Requirements and Information, Item 1) Key Action Dates. Proposals received after this date and time will not be considered.
- d) A minimum of four copies (one original and three copies) of the proposal must be submitted.
- e) The original proposal must be marked "ORIGINAL COPY". All documents contained in the original proposal package must have original signatures and must be signed by a person who is authorized to bind the proposing firm. All additional proposal sets may contain photocopies of the original package.
- f) The proposal envelopes must be plainly marked with the RFP number and title, your firm name and address, and must be marked with "DO NOT OPEN", as shown in the following example:

CCFC RFP 6910 Oral Health Training and Education Project Proposal
California Children and Families Commission
ATTN: Bryan Hobson
501 J Street, Suite 530
Sacramento, CA 95814
DO NOT OPEN

If the proposal is made under a fictitious name or business title, the actual legal name of proposer must be provided.

Proposals not submitted under sealed cover and marked as indicated may be rejected.

- g) All proposals shall include the documents identified in Section E, Required Attachments, Required Attachment Check List (Attachment 1). Proposals not including the proper "required attachments" shall be deemed non-responsive. A non-responsive proposal is one that does not meet the basic proposal requirements.
- h) Mail or deliver proposals to the following address

U.S. Postal Service Deliveries and Hand Deliveries
(UPS, Express Mail, Federal Express, etc.)

California Children and Families Commission
501 J Street, Suite 530
ATTN: Bryan Hobson
Sacramento, CA 95814
(916) 323-0056

- i) Proposals must be submitted for the performance of all the services described herein. Any deviation from the work specifications will not be considered and will cause a proposal to be rejected.
- j) A proposal may be rejected if it is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. The State may reject any or all proposals and may waive any immaterial deviation in a proposal. The State's waiver of immaterial defect shall in no way modify the RFP document or excuse the proposer from full compliance with all requirements if awarded the Agreement.
- k) Costs for developing proposals and in anticipation of award of the Agreement are entirely the responsibility of the proposer and shall not be charged to the State of California.
- l) An individual who is authorized to bind the proposing firm contractually shall sign the Proposal/Proposer Certification Sheet (Attachment 2). The signature must indicate the title or position that the individual holds in the firm. An unsigned proposal may be rejected.
- m) A proposer may modify a proposal after its submission by withdrawing its original proposal and resubmitting a new proposal prior to the proposal

submission deadline. Proposal modifications offered in any other manner, oral or written, will not be considered.

- n) A proposer may withdraw its proposal by submitting a written withdrawal request to the State, signed by the proposer or an agent authorized in accordance with l) above. A proposer may thereafter submit a new proposal prior to the proposal submission deadline. Proposals may not be withdrawn without cause subsequent to proposal submission deadline.
- o) The awarding agency may modify the RFP prior to the date fixed for submission of proposals by the issuance of an addendum to all parties who received a proposal package.
- p) The awarding agency reserves the right to reject all proposals. The agency is not required to award an Agreement.
- q) Before submitting a response to this solicitation, proposers should review, correct all errors and confirm compliance with the RFP requirements.
- r) Where applicable, proposer should carefully examine work sites and specifications. No additions or increases to the agreement amount will be made due to a lack of careful examination of worksites and specifications.
- s) More than one proposal from an individual, firm, partnership, corporation or association under the same or different names, will not be considered.
- t) The State does not accept alternate contract language from a prospective contractor. A proposal with such language will be considered a counter proposal and will be rejected. The State's General Terms and Conditions (GTC) are not negotiable.
- u) No oral understanding or agreement shall be binding on either party.

6) Evaluation Process

- a) At the time of proposal opening, each proposal will be checked for the presence or absence of required information in conformance with the submission requirements of this RFP.
- b) Proposals that contain false or misleading statements, or which provide references, which do not support an attribute or condition claimed by the proposer, may be rejected.
- c) The final selection will be made on the basis of the best value as determined by the highest combined point total from Phase I and Phase II.

d) PHASE I

The proposals that meet the minimum qualifications will be evaluated and scored by an Evaluation Team selected by CCFC. Each proposal will be individually scored by the Evaluation Team members, and a consensus score developed for each criterion. A total of 105 points is possible, of which a minimum of 75 points must be achieved in this phase to be considered responsive. Any proposal receiving less than a 75-point rating will be rejected. A panel will review the proposals on the criteria listed below. Points will be awarded as identified following each question.

Rating/Scoring Criterion	Maximum Possible Points
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1. Understanding the Project	(subtotal 10 points)
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A. To what extent does the proposing firm and its team understand the issues pertinent to the oral health of a diverse population of young children (birth to 5) in California, including children with disabilities and other special needs?

0	Proposer demonstrates very little understanding of early childhood oral health and disease.
3	Proposer demonstrates some understanding of the problems and barriers associated with improving the accessibility and quality of early childhood oral health preventive and treatment services for California's diverse population of young children and their families.
5	Proposer demonstrates a thorough understanding of the complexity of the barriers to and the opportunities that exist for making improvements in the early childhood oral health status of California's diverse population of youngest children, including children with disabilities and other special needs, and their families.

B. To what extent does the proposing firm and its team understand the dental and medical provider communities in California as they pertain to the provision of oral health preventive and treatment services for young children (birth to 5 years of age), including children with disabilities and other special needs?

0	Proposer demonstrates very little understanding of the dental and/or medical provider communities in California.
3	Proposer demonstrates some understanding of the infrastructure of the dental and medical provider communities in California as they pertain to the provision of oral health preventive and treatment services for young children.
5	Proposer demonstrates a thorough understanding of the infrastructure and nuances of the dental and medical provider communities in California critical to appropriately addressing the barriers to and opportunities for improving the provision of oral health preventive and treatment services for young children, including children with disabilities and other special needs.

2. Technical Quality of Work Plan

(subtotal 65 points)

A. To what extent does the proposed project reach the desired number of dental and primary care medical providers with appropriate and effective educational activities promoting early childhood oral health and the prevention of Early Childhood Caries in all young children (birth to 5 years of age), including children with disabilities and other special needs? *The RFP requires that 75 percent of the general dental provider community and 50 percent of the primary care medical provider community in California be provided these educational services.*

0	The number of dental and medical providers proposed to be educated is insufficient.
6	Only one of the provider communities will be reached in sufficient numbers but not both. Or the type and format of the proposed educational services seems appropriate and adequate for one of the provider communities, but not for both.
10	Both the number of dental and medical providers to be reached is sufficient (or exceeds the set target) and the proposed educational activities appear to be appropriate and acceptable to California's dental and medical provider communities.

B. To what extent does the proposed project reach the desired number of dental and primary care medical providers with appropriate training to effectively advance their skills in preventing and treating Early Childhood Caries in young children (0-5 years of age) from diverse backgrounds, including children with disabilities and other special needs? *The RFP requires that 30 percent of the general dental provider community and 20 percent of the primary care medical provider community in California receive training services. .*

0	The number of dental and medical providers proposed to be trained is insufficient.
6	Only one of the provider communities will be reached in sufficient numbers but not both. Or the type and format of the proposed training seems appropriate and adequate for one of the provider communities, but not for both.
10	Both the number of dental and medical providers to be reached is sufficient (or exceeds the set target) and the proposed training activities appear to be appropriate and acceptable to California's dental and medical provider communities and beneficial to improving oral health services for young children from diverse backgrounds and with diverse abilities.

C. To what extent does the proposed project describe a consumer oral health education campaign that will effectively communicate information about the prevention of early childhood caries to a diverse population of parents and caregivers of young children (birth to 5), including children with disabilities and other special needs, in California?

0	The proposed consumer education campaign may address general aspects of early childhood oral health but lacks any specificity about the behavioral health messages that will be targeted to parents and other caregivers about preventing early childhood caries. The campaign has been designed to primarily utilize one communication channel.
6	The proposed consumer education campaign does address critical aspects of early childhood oral health and does mention specific behavioral changes for parents and other caregivers to act upon. The campaign will be delivered via more than one communication channel.
10	The proposed consumer education campaign is comprehensive with integrated awareness and behavioral messages specifically designed to communicate both critical information on early childhood oral health and promote specific behavioral changes to parents and other caregivers from diverse backgrounds, including parents with children with disabilities and other special needs. The proposed campaign will utilize multiple communication channels to promote its messages.

D. To what extent does the work plan demonstrate the proposer and its team have the ability to appropriately address the diverse cultural, linguistic and literacy needs of parents and other caregivers of young children?

0	The proposer does not adequately address how the oral health consumer messages and materials will be developed to ensure that they would be culturally and linguistically appropriate and developed at appropriate literacy levels for the target population.
3	The proposer does address how it will develop culturally competent and linguistically appropriate oral health consumer messages and materials for some but not all 5 designated languages. It does not address how the materials will be developed at appropriate literacy levels.
5	The proposer does address how all the oral health consumer messages and materials will be developed to be culturally competent and linguistically appropriate (all 5 designated languages) and at appropriate literacy levels for the diverse population of young children and their parents served by First 5 California.

E. To what extent do the proposed processes, outcomes and deliverables appear to be feasible and achievable in a timely manner?

0	The proposed processes, outcomes and/or deliverables do not seem feasible or achievable during the project period.
3	Many of the proposed processes, outcomes and deliverables appear to be feasible and doable during the project period.
5	Most or all of the proposed processes, outcomes and deliverables appear to be both feasible and achievable within the project period.

F. To what extent will the materials, resources, training calendar, and other information be web accessible?

0	None of the education and training materials and resources are web-based.
3	Some of the education and training materials and resources will be accessible via a website.
5	All appropriate education and training materials will be made available via a website in a manner that is not only accessible but also appealing to dental and medical providers.

G. To what extent does the work plan demonstrate the ability of the proposer and its team to address and serve the oral health needs of children with disabilities and other special needs?

0	The proposer does not adequately address how the needs of and services for children with disabilities and other special needs would be met.
3	The proposer does address how some of the needs of and services for children with disabilities and other special needs will be met but not in all aspects of the project.
5	The proposer does address how the needs of children with disabilities and other special needs will be fully integrated in all aspects of the provider education and training program, consumer health oral education program and program evaluation.

H. To what extent does the work plan demonstrate that an independent and competent evaluator will design and implement an evaluation plan that will be able to appropriately measure both process and impact indicators of the education and training activities?

0	The evaluation plan is not being done by an independent evaluator. Or the evaluation plan only measures process level indicators for the proposed training and education activities.
3	An independent evaluator has been secured to oversee the project evaluation. The proposed evaluation plan addresses process indicators and only a small number of impact indicators.
5	An independent evaluator has been secured to oversee the project evaluation, and the evaluation plan adequately addresses both process and impact indicators.

I. To what extent does the work plan demonstrate that many of the activities and products produced through the project will be sustained beyond the term of the project?

0	A sustainability plan has not been adequately addressed in the proposal.
3	A sustainability plan has been addressed with details on how the plan will be developed but only scant information on how sustainability will be approached.
5	The sustainability plan has been addressed in the proposal and details both on how the plan will be developed and provides examples of how the proposer plans to secure long-term support for many of the project activities and products from the start of the project.

J. To what extent does the work plan demonstrate that the Early Childhood Oral Health Oversight Committee will be convened and provide guidance to the programs of the First 5 Early Childhood Oral Health Initiative?

0	The proposer does not adequately address the Early Childhood Oral Health Oversight Committee in the proposal.
3	The proposer does address how the Early Childhood Oral Health Oversight Committee will be convened and staffed, but it does not clearly address how the Committee will work with and provide guidance to the programs of the Early Childhood Oral Health Initiative.
5	The proposer does address how the Early Childhood Oral Health Oversight Committee will be convened and staffed and does clearly address how the committee will work with and provide guidance to the programs of the Early Childhood Oral Health Initiative.

3. Adequacy of Management and Staffing Plan (subtotal 20 points)

A. To what extent does the proposer appear to have the fiscal resources to perform the services being sought and the capacity to manage fiscal resources responsibly?

0	The proposer does not demonstrate sufficient fiscal resources needed to perform the services being sought nor does it demonstrate the ability to manage the fiscal resources responsibly.
3	The proposer does possess the sufficient fiscal resources needed to perform the services being sought, but has not demonstrated the capacity to manage fiscal resources responsibly.
5	The proposer does possess the sufficient fiscal resources needed to perform the services being sought and does demonstrate the capacity and competence to manage the fiscal resources responsibly and competently.

B. To what extent does the firm have the organizational and management competency to perform the services being sought?

0	The proposer does not demonstrate the organizational capacity and management competency needed to perform the services being sought.
3	The proposer does demonstrate that it has the organizational capacity to handle a large multi-level statewide project, but the experience of the management team is not sufficient to oversee a large statewide training and education effort.
5	The proposer does demonstrate that it has both the organizational capacity to handle a large multi-level statewide project and an experienced and competent management team to lead the project.

C. To what extent have sufficient staff resources been allocated to ensure that all services and deliverables are successfully performed and reported to CCFC as requested?

0	The staff resources have been inadequately allocated and it does not appear that all of the services required could be successfully performed.
3	The staff resource allocation is strong in some areas and weakly assigned on other areas, which could jeopardize the ability to successfully perform all the required tasks.
5	There is sufficient staff resources allocated to ensure that all services and deliverables are successfully performed during the course of the project.

D. To what extent do the qualifications and expertise of the key professional personnel of the firm and its subcontractors demonstrate the ability to succeed in accomplishing the activities and deliverables of the Oral Health Education and Training Project?

0	No or an inadequate number of resumes were provided for key personnel. The key personnel identified do not appear to have the appropriate qualifications or skills needed to accomplish the activities and deliverables of the project.
3	Some of the key personnel appear to be well qualified and possess relevant skills and expertise for accomplishing many of the activities and deliverables of the project, but others do not.
5	All of the key personnel are highly skilled and qualified to accomplish all of the activities and deliverables of the project.

4. Previous Work and References

(subtotal 10 points)

A. To what extent has the proposer and its team have had successful experience performing work of a similar nature, size, and scope to the First 5 Oral Health Education and Training Project?

0	None of the proposer's past experiences (or that of its partners/subcontractors) is similar in nature, size and scope to the First 5 Oral Health Education and Training Project.
3	Some of the previous experience is similar to the First 5 Oral Health Education and Training Project but generally on a smaller scale or targeted solely to either the medical or dental community but not in combination.
5	The proposer's past projects are very similar to the First 5 Oral Health Education and Training Project in nature, size, and scope and they had experience with addressing multiple audiences, managing professional and consumer education efforts, etc.

B. After interviewing references and reviewing the sample submissions, to what extent do the references verify the competency of the proposer and its major partners/subcontractors to develop educational and training programs and to what extent do the sample materials indicate the capability of the proposer to design and produce training and consumer education materials required by this project?

0	The references did not verify the capability and competency of the proposer and its major partners/subcontractors to provide education and training services required by this Project. The sample submissions are not acceptable in terms of quality or content.
3	Several of the references did verify the proposer and its major partners/subcontractors provided competent and quality education and training services as part of a previous work assignment. Most of the work sample submissions were satisfactory and amply demonstrate the proposer's capability to develop quality and competent educational and training products.
5	References validated the proposer and its subcontractors are capable of developing and implementing competent and quality education and training services. All the sample work products demonstrate the ability of the proposer and its subcontractor to produce excellent and quality education and training products.

e) PHASE II

This phase consists of evaluating the cost proposals. All proposals that enter Phase II will have received 75 points or more and are considered fully capable of performing the required services.

The bid price and cost information for the proposals that meet the format requirements and standards shall be opened and read. If the cost proposal exceeds \$7 million, the proposal will be rejected. If the cost proposal does not designate at least \$1 million for the Consumer Oral Health Component, the proposal will be rejected. The Oral Health Education and Training proposal with the lowest cost will be awarded 50 points. Remaining proposals will be awarded points according to the following formula:

$$\frac{\text{Lowest Price Bid}}{\text{This Price Bid}} \times 50 = \text{points awarded}$$

7) Award and Protest

- a) In the event of a tie score, the award will be determined by a coin toss. The coin toss will be held in the State Agency's headquarters area office. This is a public event, which the proposers will be invited to attend. The selection of the Contractor will be at the sole discretion of the State.
- b) Notice of the proposed award shall be posted in a public place in the office of California Children and Families Commission, 501 J Street, Suite 530, Sacramento, California and on the following Internet site: www.ccfc.ca.gov for five (5) working days prior to awarding the agreement.
- c) If any proposer, prior to the award of agreement, files a protest with the California Children and Families Commission and the Department of General Services, Office

of Legal Services, 707 Third Street, 7th Floor, Suite 7-330, West Sacramento, CA 95605, on the grounds that the (protesting) proposer would have been awarded the contract had the agency correctly applied the evaluation standard in the RFP, or if the agency followed the evaluation and scoring methods in the RFP, the agreement shall not be awarded until either the protest has been withdrawn or the Department of General Services has decided the matter. It is suggested that you submit any protest by certified or registered mail.

- d) Within five (5) days after filing the initial protest, the protesting proposer shall file with the Department of General Services, Office of Legal Services and the California Children and Families Commission a detailed statement specifying the grounds for the protest.
- e) Upon resolution of the protest and award of the agreement, Contractor must complete and submit to the awarding agency the Payee Data Record (STD 204), to determine if the Contractor is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. This form can be found on the Internet at www.osp.dgs.ca.gov under the heading STANDARD FORMS; select "Forms Search", and enter the form number "204". No payment shall be made unless a completed STD 204 has been returned to the awarding agency
- f) Upon resolution of the protest and award of the agreement, Contractor must sign and submit to the awarding agency, *page one (1)* of the Contractor Certification Clauses (CCC), which can be found on the Internet at www.dgs.ca.gov/contracts.

Grounds for Protest

Any proposer who claims he/she would have been eligible for the award of the Agreement if the agency had scored his or her proposal correctly or if the agency had correctly followed the procedures specified in the Public Contract Code.

There is no basis for protest if the awarding agency rejects all proposals.

8) Disposition of Proposals

- a) Upon proposal opening, all documents submitted in response to this RFP will become the property of the State of California, and will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public.
- b) Proposal packages may be returned only at the proposer's expense, unless such expense is waived by the awarding agency.

9) Agreement Execution and Performance

- a) Performance shall start on the express date set by the awarding agency and the Contractor, after all approvals have been obtained and the agreement is fully executed. Should the Contractor fail to commence work at the agreed upon time, the awarding agency, upon five (5) days written notice to the Contractor, reserves

the right to terminate the agreement. In addition, the Contractor shall be liable to the State for the difference between Contractor's Proposal price and the actual cost of performing work by another contractor.

- b) All performance under the Agreement shall be completed on or before the termination date of the Agreement.

D) Preference Programs

The Standard Agreement language for the preference programs can be found at the Internet web sites listed below:

- 1) Small Business Preference
www.pd.dgs.ca.gov/smbus/sbcert.htm
- 2) Target Area Contract Preference Act (TACPA)
www.pd.dgs.ca.gov/edip/tacpa.htm
- 3) Local Agency Military Base Recovery Area (LAMBRA) Act
www.pd.dgs.ca.gov/edip/lambra.htm
- 4) Enterprise Zone Act (EZA)
www.pd.dgs.ca.gov/edip/eza.htm

E) Required Attachments

An explanation of the Disabled Veteran Enterprise Program (DVBE) requirements can be found at the Internet web site www.pd.dgs.ca.gov/dvbe/default.htm. Select "DVBE Resource Packet" under "Related Web Sites."

The DVBE package and the required submittal forms can be found at the Internet web site listed above.

Refer to the following pages for additional Required Attachments that are a part of this agreement.

ATTACHMENT 1

REQUIRED ATTACHMENT CHECK LIST

A complete proposal or proposal package will consist of the items identified below. Complete this checklist to confirm the items in your proposal. Place a check mark or "X" next to each item that you are submitting to the State. For your proposal to be responsive, all required attachments must be returned. This checklist should be returned with your proposal package also.

<u>Attachment</u>	<u>Attachment Name/Description</u>
_____ Attachment 1	Required Attachment Check List
_____ Attachment 2	Proposal/Proposer Certification Sheet
_____ Attachment 3	Cost Sheet
_____ Attachment 4	Proposer References
_____ Attachment 5*	Letters of Agreement or Joint Partnership/Venture Documentation
_____ Attachment 6	Disabled Veteran Business Enterprise Participation Forms and Instructions Std. 840 Disabled Veteran Business Enterprise Participation Summary (page 1). Good Faith Effort Documentation – Exhibit A (3 pages)
_____ Attachment 7	Payee Data Record (STD 204) (if currently not on file)
_____ Attachment 8	Contractor Certification Clauses (CCC) CCC201* The CCC can be found on the Internet at www.ols.dgs.ca.gov/standard+language .
_____ Attachment 9	Target Area Contract Preference Act (TACPA) *
_____ Attachment 10	Enterprise Zone Act (EZA) *
_____ Attachment 11	Local Agency Military Base Recovery Area (LAMBRA) Act*

***if applicable**

ATTACHMENT 2

PROPOSAL/PROPOSER CERTIFICATION SHEET

This Proposal/Proposer Certification Sheet must be signed and returned along with all the "required attachments" as an entire package in duplicate with original signatures. The proposal must be transmitted in a sealed envelope in accordance with RFP instructions.

Do not return Section C, Proposal Requirements and Information, pages 3 through 9, nor the "Sample Agreement" at the end of this RFP.

For RFP Primary Only

- A. Our all-inclusive cost proposal is submitted in a sealed envelope marked **"Cost Proposal - Do Not Open"**.
- B. Place all required attachments behind this certification sheet.
- C. I have read and understand the DVBE Participation requirements and have included documentation demonstrating that I have met the participation goals or have made a good faith effort.
- D. The signature affixed hereon and dated certifies compliance with all the requirements of this proposal document. The signature below authorizes the verification of this certification.

An Unsigned Proposal/Proposer Certification Sheet May Be Cause For Rejection

1. Company Name	2. Telephone Number ()	2a. Fax Number ()
3. Address		
Indicate your organization type:		
4. <input type="checkbox"/> Sole Proprietorship	5. <input type="checkbox"/> Partnership	6. <input type="checkbox"/> Corporation
Indicate the applicable employee and/or corporation number:		
7. Federal Employee ID No. (FEIN)	8. California Corporation No.	
9. Indicate applicable license and/or certification information:		
10. Proposer's Name (Print)	11. Title	
12. Signature	13. Date	
14. Are you certified with the Department of General Services, Office of Small Business and DVBE Certification as:		
a. California Small Business Enterprise Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, enter certification number: _____	b. Disabled Veteran Business Enterprise Yes <input type="checkbox"/> No <input type="checkbox"/> _____ _____	
NOTE: A copy of your Certification is required to be included if either of the above items is checked "Yes" . Date application was submitted to OSBCR, if an application is pending:		

Completion Instructions for Proposal/Proposer Certification Sheet

Complete the numbered items on the
 Proposal/Proposer Certification Sheet by following the instructions below.

Item Numbers	Instructions
1, 2, 2a, 3	Must be completed. These items are self-explanatory.
4	Check if your firm is a sole proprietorship. A sole proprietorship is a form of business in which one person owns all the assets of the business in contrast to a partnership and corporation. The sole proprietor is solely liable for all the debts of the business.
5	Check if your firm is a partnership. A partnership is a voluntary agreement between two or more competent persons to place their money, effects, labor, and skill, or some or all of them in lawful commerce or business, with the understanding that there shall be a proportional sharing of the profits and losses between them. An association of two or more persons to carry on, as co-owners, a business for profit.
6	Check if your firm is a corporation. A corporation is an artificial person or legal entity created by or under the authority of the laws of a state or nation, composed, in some rare instances, of a single person and his successors, being the incumbents of a particular office, but ordinarily consisting of an association of numerous individuals.
7	Enter your federal employee tax identification number.
8	Enter your corporation number assigned by the California Secretary of State's Office. This information is used for checking if a corporation is in good standing and qualified to conduct business in California.
9	Complete, if applicable, by indicating the type of license and/or certification that your firm possesses and that is required for the type of services being procured.
10, 11, 12, 13	Must be completed. These items are self-explanatory.
14	If certified as a California Small Business, place a check in the "yes" box, and enter your certification number on the line. If certified as a Disabled Veterans Business Enterprise, place a check in the "Yes" box and enter your service code on the line. If you are not certified to one or both, place a check in the "No" box. If your certification is pending, enter the date your application was submitted to the Office of Small Business and DVBE Certification.

ATTACHMENT 3

COST PROPOSAL WORKSHEET

DIRECT LABOR*

Staff # 1	Hours _____	Rate _____	Total _____
Staff # 2	Hours _____	Rate _____	Total _____
Staff # 3	Hours _____	Rate _____	Total _____
Staff # 4	Hours _____	Rate _____	Total _____

(continue if additional staff)

DIRECT LABOR SUBTOTAL _____

SUBCONTRACTOR/CONSULTANT (S) COSTS*

Subcontractor # 1	Hours _____	Rate _____	Total _____
Subcontractor # 2	Hours _____	Rate _____	Total _____
Subcontractor # 3	Hours _____	Rate _____	Total _____
Subcontractor # 4	Hours _____	Rate _____	Total _____

(continue if additional subcontractors or consultants)

SUBCONTRACTOR/CONSULTANT SUBTOTAL _____

OPERATING EXPENSES

Facilities	\$ _____
Travel Costs	_____
Equipment	_____
Supplies	_____
Other Direct Costs	_____

OPERATING EXPENSES SUBTOTAL _____

TOTAL COST \$ _____

Of your proposal's TOTAL COST figure, please indicate the dollar amount that will support the following major project components:

- | | |
|---|----------|
| 1. Provider Education and Training Program: | \$ _____ |
| 2. Consumer Oral Health Education Program: | \$ _____ |
| 3. Evaluation Plan: | \$ _____ |
| 4. Other Support Tasks: | \$ _____ |

* Hours must agree with hours in the Work plan.

ATTACHMENT 4

PROPOSER REFERENCES*

Firm's Name: _____

Submission of this attachment is mandatory. Failure to complete and return this attachment with your proposal will cause your proposal to be rejected and deemed non-responsive.

List below three references of similar types of services performed within the last five years. Do not include CCFC as a reference. If three references cannot be provided, please explain why on an attached sheet of paper.

REFERENCE 1

Name of Firm	City	State	Zip Code
Street Address			
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			

REFERENCE 2

Name of Firm	City	State	Zip Code
Street Address			
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			

REFERENCE 3

Name of Firm	City	State	Zip Code
Street Address			
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			

*One form to be completed for the prime and each of the subcontractors performing 20 percent of the proposed work or more.

STANDARD AGREEMENT (STD 213)
STD. 213 (NEW 02/98)

AGREEMENT NUMBER

1. This Agreement is entered into between the State Agency and the Contractor named below

STATE AGENCY'S NAME

California Children and Families Commission (CCFC)

CONTRACTOR'S NAME

2. The term of this Agreement is:

3. The maximum amount \$
Of this Agreement is:

4. The parties agree to comply with the terms and conditions of the following exhibits which are by this reference made a part of the Agreement:

Exhibit A – Scope of Work

Page(s)

Exhibit B – Budget Detail and Payment

Page(s)

- * Exhibit C – General Terms and Conditions

GTC201
(Number)

02/20/201
(Dated)

Exhibit D – Special Terms and Conditions

Page(s)

Exhibit E – Additional Provisions

Page(s)

Exhibit F – Staff Resumes

Page(s)

*View at www.dgs.ca.gov/contracts

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

CONTRACTOR

CONTRACTOR'S NAME (If other than an individual, state whether a corporation, partnership, etc.)

BY (Authorized Signature)

DATE SIGNED)

PRINTED NAME AND TITLE OF PERSON SIGNING

ADDRESS

STATE OF CALIFORNIA

AGENCY NAME

California Children and Families Commission

BY (Authorized Signature)

DATE SIGNED

PRINTED NAME AND TITLE OF PERSON SIGNING

Joseph P. Munso, Chief Deputy Director

ADDRESS

501 J Street, Suite 530, Sacramento, CA 95814

CALIFORNIA
Department of General Services
Use Only

☐ Exempt per _____

EXHIBIT A

SCOPE OF WORK

1. Contractor agrees to provide to California Children and Families Commission (CCFC) (type of service) as described herein:

Develop, implement and evaluate the First 5 California Oral Health Education and Training Project which will consist of two major components: the Provider Education and Training Program and the Consumer Oral Health Education Program. Conduct an independent evaluation, establish an Early Childhood Oral Health Oversight Committee, develop a sustainability plan, and provide consultation and training to the state and county commission staff. The application of the Principles on Equity must be evident in the design, implementation and evaluation of this project. Contractor will meet with CCFC personnel upon request. This project must be completed by December 31, 2007.

2. The services shall be performed statewide.
3. The services shall be performed during normal working and any other hours deemed necessary by CCFC/Contractor.
4. The project representatives during the term of this Agreement will be:

State Agency: California Children and Families Commission	Contractor:
Name: Barbara Marquez	Name:
Phone: (916) 323-0056	Phone:
Fax: (916) 323-069	Fax:

Direct all inquiries to:

State Agency: CCFC	Contractor:
Section/Unit: Administration Division	Section/Unit:
Attention: Marc R. Brandon	Attention:
Address: 501 J Street, Suite 530 Sacramento, CA 95814	Address:
Phone: (916) 323-2555	Phone:
Fax (916) 327-8493	Fax:

5. Contractor Agrees to provide services in the manner specified herein and as detailed in Attachment 1, titled Detailed Scope of Work.

EXHIBIT B

BUDGET DETAIL AND PAYMENT PROVISIONS

1. Invoicing and Payment

- A. For services satisfactorily rendered, and upon receipt and approval of the invoices, the State agrees to compensate the Contractor for actual expenditures incurred in accordance with the rates specified in Attachment I, titled Cost Proposal, which is attached hereto and made a part of this Agreement.
- B. Invoices shall include the Agreement Number, sufficient scope and detail to define the actual work performed and specific milestones completed, including a description of the activities of the Contractor and Subcontractor, the hours allocated to those activities, the locations where work was performed, the expenses claimed, any required reports, and shall be submitted in duplicate not more frequently than monthly in arrears to:

California Children and Families Commission
Attention: Sandy Beck
501 J Street, Suite 530
Sacramento, CA 95814
(916) 323-0056

- C. If an invoice is disputed, the Contractor will be notified within seven (7) working days of receipt of the invoice. The Contractor will be informed of the reason for the dispute and the disposition of the invoice. If the invoice is corrected, notification will be verbal and will not stop the payment process. However, if the invoice is unacceptable and cannot be processed, the issuance of a written dispute will stop the clock for prompt payment, and processing will not be restarted until the corrected invoice is returned to CCFC.
- D. For all expenses claimed, each invoice shall include all documents necessary to support the charges.
- E. Fund transfers between budgetary line items or categories of \$50,000.00 or more must be pre-approved, in writing, by CCFC.

2. Budget Contingency Clause

- A. This Agreement is valid and enforceable only if sufficient funds are available in the appropriate account of the California Children and Families Trust Fund with which to carry out the purposes of this Agreement. In addition, this Agreement is subject to any additional restrictions, limitations, or conditions enacted by the Legislature, or any statute enacted by the Legislature, that may affect the provisions, terms or funding of this Agreement in any manner.
- B. Contractor understands and agrees that this Agreement is subject to the condition that sufficient funds are available in the appropriate account of the California Children and Family Trust Fund. If sufficient funds are not available in the appropriate account of the California Children and Families Trust Fund due to a decrease in projected tax revenue collected pursuant to Revenue and Taxation Code section 30131.2, this Agreement shall be invalid and of no further force and effect. In this event, the State of California and/or the California Children and Families Commission shall have no liability to pay any funds whatsoever to the Contractor or to furnish any other considerations under this Agreement, and the Contractor shall not be obligated to perform any provisions of this Agreement.

3. **Prompt Payment Clause**

Payment will be made in accordance with, and within the time specified in, Government Code Chapter 4.5, commencing with Section 927.

4. **Progress Payments**

Progress payments are permitted for tasks completed under this contract. Ten percent of the invoiced amount shall be withheld pending final completion of each task. Any funds withheld with regard to a particular task may be paid upon completion of that task.

**ATTACHMENT I
COST PROPOSAL**

(TO BE ADDED UPON AWARD OF THE AGREEMENT)

EXHIBIT D

SPECIAL TERMS AND CONDITIONS

1. Excise Tax

The State of California is exempt from federal excise taxes, and no payment will be made for any taxes levied on employees' wages. The State will pay for any applicable State of California or local sales or use taxes on the services rendered or equipment or parts supplied pursuant to this Agreement. California may pay any applicable sales and use tax imposed by another state.

2. Conflict of Interest

- A. The State intends to avoid conflicts of interest or the appearance of conflicts of interest on the part of the Contractor, subcontractors, or employees, officers, and directors of the Contractor or subcontractors. Thus, the State reserves the right to determine, at its sole discretion, whether any information received from any source indicates the existence of a conflict of interest.
- B. If the State becomes aware of a known or suspected conflict of interest, the Contractor or subcontractor will be given an opportunity to submit additional information or to resolve the conflict. A Contractor or subcontractor with a suspected conflict of interest will have five (5) working days from the date of notification of the conflict by the State to provide complete information regarding the suspected conflict. If a conflict of interest is determined to exist by the State and cannot be resolved to the satisfaction of the State, before or after the award of the Agreement, the conflict will be grounds for termination of the Agreement.

3. Settlement of Disputes

In the event of a dispute, Contractor shall file a "Notice of Dispute" with California Children and Families Commission, Executive Director within ten (10) days of discovery of the problem. Within ten (10) days, the Executive Director shall meet with the Contractor and Project Manager for purposes of resolving the dispute. The decision of the Executive Director shall be final.

In the event of a dispute, the language contained within this Agreement shall prevail over any other language including that of the bid proposal.

4. Subcontractors and Vendors

- A. As used in this Agreement, the term "subcontractor" shall include any individual or entity that enters into a written subcontract with the Contractor for performance of any part of this Agreement.
- B. No portion of this work under this Agreement may be subcontracted by the Contractor without the express written consent of CCFC. CCFC's acceptance of the subcontractor shall be contingent upon the review and approval of the final written subcontract and the subcontractor's Conflict of Interest Certificate. No subcontract entered into by the Contractor under this Agreement shall in any way release the Contractor from any term or provision of this Agreement.

5. Potential Subcontractors

Nothing contained in this Agreement or otherwise, shall create any contractual relation between the State and any subcontractors, and no subcontract shall relieve the Contractor of his responsibilities and obligations hereunder. The Contractor agrees to be as fully responsible to the State for the acts and omissions of its subcontractors and of persons either directly or indirectly employed by any of them as it is for the acts and omissions of persons directly employed by the Contractor. The Contractor's obligation to pay its subcontractors is an independent obligation from the State's

obligation to make payments to the Contractor. As a result, the State shall have no obligation to pay or to enforce the payment of any moneys to any subcontractor.

6. Evaluation of Contractor

Performance of the Contractor under this Agreement will be evaluated. The evaluation shall be prepared on Contract/Contractor Evaluation Sheet (STD 4), and maintained in the Agreement file.

7. Confidentiality

- A. All data and information related to CCFC operations, which are designated confidential by CCFC or developed by the Contractor and deemed confidential by CCFC, shall be properly safeguarded and protected by the Contractor from unauthorized use and disclosure. At a minimum, during non-working hours, CCFC paper and or electronic documents, reference materials, or any materials related thereof shall be kept in a locked, secure place. All electronic data shall be password protected and secure at all times.
- B. The Contractor and his or her employees are hereby considered agents only for confidential data purposes and will be liable under the State and Federal statutes for unauthorized disclosures. In the event of subcontracting, the subcontractor and its employees will also be considered agents only for confidential data purposes, and will be held liable under said state and federal statutes.
- C. The Contractor and all subcontractors shall immediately notify CCFC of any request from a third party for disclosure of any information relating to this Agreement, including, but not limited to, subpoena, deposition proceedings, court order or other legal action. Unless CCFC authorizes the disclosure of the information in writing, the Contractor and all subcontractors shall use every means, to the maximum extent permitted by law and at no cost to the State, to protect the information from disclosure.

8. Lobbying, Political Activities, and Politicians

- A. The Contractor shall not use Agreement funds for direct or indirect lobbying.
 - (1) Direct lobbying, for the purposes of this Agreement, is defined as any explicit attempt to promote a yes or no vote on a specific piece of legislation, local ordinance or ballot measure through any oral, written or other form of communication with any member or employee of a legislative body, or any government official or employee who participates in the formulation of, or decision-making regarding that specific piece of legislation, local ordinance or ballot measure.
 - (2) Indirect lobbying, for the purposes of this Agreement, is defined as any oral or written communication to the general public or any segment of the general population which explicitly attempts to promote a yes or no vote on a specific piece of legislation, local ordinance or ballot measure by encouraging the recipients of the communication to attempt to influence a legislator or an employee of a legislative body or any other government official or employee who participates in the formulation of, or decision-making regarding that legislation, local ordinance or ballot measure.
- B. The Contractor shall not use Agreement funds to promote a yes or no vote on a ballot measure.
- C. The Contractor shall not use Agreement funds to promote, directly or indirectly, any candidate for an elective public office.
- D. The Contractor and its subcontractors shall not feature the image or voice of any elected public official or candidate for public office, nor shall the Contractor and its subcontractors directly represent the views of any elected public official or candidate for public office, in any work generated by this Agreement.

9. News Releases and Publicity

The Contractor shall not issue any news release or make any statement to the news media regarding the operational procedures of this Agreement, the meetings or decisions related to this Agreement, or to the status of work related to this Agreement without prior written approval of CCFC.

10. Termination for Convenience

CCFC retains the option to terminate this Agreement without cause at CCFC's convenience, provided that written notice has been delivered to the Contractor at least thirty (30) days prior to such termination date. If CCFC terminates this Agreement at its convenience, the Contractor will be entitled to compensation upon submission of an invoice and proper proof of claim, in that proportion which its services and products were satisfactorily rendered or provided and its expenses necessarily incurred pursuant to this Agreement, up to the date when notice of termination is received by the Contractor.

11. Responsibilities Upon Termination

After receipt of notification of termination of this Agreement, and except as otherwise specified by the State, the Contractor shall stop work under this Agreement on the date specified in the written notice of termination. The Contractor shall do all of the following:

- D. Place no further orders or subcontracts for materials, services, or facilities except as may be necessary for completion of such portion of the work under this Agreement that is not terminated;
- E. Assign to the State, effective on the date of termination, in the manner, and to the extent specified by the State all of the rights, titles, and interests for the Contractor under the orders and subcontracts terminated, in which case the State has the right, at its discretion, to settle or pay any or all claims arising out of the termination of such orders and subcontracts and reduce any settlement amount determined by the amount paid for such orders or subcontracts;
- F. Settle all outstanding liabilities and all claims arising out of such termination of orders and subcontracts, with the approval or ratification of the State to the extent the State may require. The State's approval or ratification shall be final for the purposes of this section;
- G. Upon the effective date of termination of the Agreement and the payment by the State of all items properly chargeable to the State hereunder, Contractor shall transfer, assign, and make available to the State all property and materials belonging to the State, all rights and claims to any and all reservations.
- H. Take such action as may be necessary, or as the State may specify, to protect and preserve any property related to this Agreement which is in the possession of the Contractor and in which the State has or may acquire an interest.

12. Contractor Name Change

Contractor shall provide a written notice to the State at least thirty (30) days prior to any changes to the Contractor's current legal name.

EXHIBIT E

ADDITIONAL PROVISIONS

1. Consultant - Staff Expenses

The Contractor represents that it has or shall secure at its own expense, all staff required to perform the services described in this Agreement. Such personnel shall not be employees of or have any contractual relationship with any governmental entity.

2. Public Works - Rules/Regulations

Contractor shall observe and comply with all federal, state, city, and county laws, rules or regulations affecting the work. Any work done that does not comply with any laws, rules, or regulations will be remedied at the Contractor's expense.

3. Copyright

- A. The State shall be the owner of all rights, title, and interest in, not limited to the copyright to, any and all Products created, provided, or developed under this Agreement, whether or not published or produced. The copyright to any and all Products created, provided, or developed under this Agreement, whether or not published or produced, belongs to the State from the moment of creation.
- B. The State retains all rights to use, reproduce, distribute, or display any Products created, provided, developed, or produced under this Agreement and any derivative products based on Agreement Products, as well as all other rights, privileges, and remedies granted or reserved to a copyright owner under statutory and common-law copyright law.
- C. At any time the Contractor enters into an Agreement with another party in order to perform the work required under this Agreement, the Contractor shall require the Agreement to include language granting the State the copyright for any Products created, provided, developed, or produced under the Agreement and ownership of any Products not fixed in any tangible medium of expression. In addition, the Contractor shall require the other party to assign those rights to the State in a format prescribed by the State. For any Products for which the copyright is not granted to the State, the State shall retain a royalty-free, nonexclusive, and irrevocable license throughout the world to reproduce, to prepare derivative products, to distribute copies, to perform, to display, or otherwise use, duplicate, or dispose of such Products in any manner for governmental purposes and to have or permit others to do so.
- D. All Products distributed under the terms of this Agreement and any reproductions of products shall include a notice of copyright in a place that can be visually perceived at the direction of CCFC. This notice shall be placed prominently on Products and set apart from other matter on the page or medium where it appears. The notice shall state "Copyright" or "©," the year in which the work was created, and "California Children and Families Commission". When space does not permit, and with advance approval of CCFC Contract Manager or his/her designee, "California Children and Families Commission may be abbreviated "CCFC".

4. Rights in Data

Notwithstanding any other provision of this Agreement or its Exhibits, Contractor and First 5 California Children and Families Commission understand and agree that the provision entitled "Copyrights and Ownership of Products" governs all ownership right to data files and databases.

5. Pre-Approvals

- A. All major media contacts associated with this Agreement must be pre-approved by the CCFC.
- B. Creation of Advisory Committees must be pre-approved by the CCFC.
- C. Criteria for the selection of Advisory Committee members must be pre-approved by the CCFC.
- D. Process for and criteria for selection of participating counties or subcontractors must be pre-approved by the CCFC.
- E. Out of State travel not approved in the original Budget and/or Scope of Work must be pre-approved for reimbursement.
- F. The evaluation plan and its design must be pre-approved by the CCFC.
- G. All changes in professional project personnel must be pre-approved by the CCFC.

6. Acknowledgements

- A. Contractor shall acknowledge the support of the First 5 California Children and Families Commission when publicizing/publishing the work performed under this Agreement.
- B. Works developed with the Agreement funds shall contain an acknowledgement of the use of Proposition 10 funds in the development of materials. The CCFC reserves the right to direct Contractor to include a disclaimer that the contents do not necessarily reflect the position or policy of the CCFC.

7. Annual and Final Program Evaluation Report

- A. The Contractor must submit an Annual Progress Report to CCFC no later than August 15 of each year, for Agreement work performed during the previous State Fiscal Year (July 1 - June 30). The report shall be developed using the **CCFC Annual Program Evaluation Guidelines** (available at www.cfc.ca.gov <<http://www.cfc.ca.gov>>) to describe items such as, the progress toward, and the achievement of, program goals and objectives, and the measurement of specific results through appropriate reliable indicators (Health and Safety Code Section 130150). The Annual Progress Report should be aligned with the "Results" adopted by the CCFC. View at www.cfc.ca.gov <<http://www.cfc.ca.gov>>.
- B. The Contractor must submit an Interim Status Report no later than February 15, for Agreement work performed between July 1 and December 31 of the prior year. In addition, the contract must submit a Final Report to CCFC at the end of the contract period, using the **Final Program Evaluation Report Guidelines** (available at www.cfc.ca.gov <<http://www.cfc.ca.gov>>) and shall at a minimum, describe program highlights, evaluation findings, whether the intended results were achieved, as well as final budget and expenditures.

8. Program Evaluation

A final evaluation report will be due by December 31, 2007.

9. Purchased with State Funds

Any equipment or software acquired for the purpose of performing the contracted services will be acquired by the Contractor with approval from CCFC. Further, the contractor agrees to retain title, ownership, and control of such acquisitions, and CCFC will take no interest in such equipment after performance is completed and the Agreement is terminated.

10. Principles on Equity

In recognition of the significant gaps and disparities in the provision of services for children and their families and as observed in educational, health and other outcomes, the State Commission adopted the Principles on Equity in October 2001. With the adoption of the Principles on Equity, it is CCFC's expectation that contractors' policies and programs will equitably provide California's children (prenatal to 5) from diverse backgrounds and with diverse abilities with accessible, family-friendly, culturally competent, quality early childhood services and programs designed to help the Prop 10 funded programs embrace the spirit and direction of the Principles on Equity. Elements of the Principles on Equity must be evident in the contractor's work plan from program development through implementation and evaluation/reporting. There are four major components to the Principles on Equity:

1. Inclusive Governance and Participation
2. Access to Services
3. Legislative and Regulatory Mandates
4. Results-based Accountability

Contractor can refer to the booklet "A Guide To Doing Business With California Children & Families Commission" or the First 5 California website (www.ccfc.ca.gov) for the full text with the complete listing of the Principles on Equity.